



ELEKTRALITE

division of group one

press release

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Keith Dale is Appointed International Sales and Marketing Manager for Elektralite

For Immediate Release

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Farmingdale, New York - Group One President, Jack Kelly, recently announced at this year's LDI exhibition the appointment of Keith Dale, former founder of Celco Limited, to the position of International Sales and Marketing Manager for Elektralite, the lighting control division of Group One Ltd.

Dale, who has worked with Group One in a manufacturer/distributor capacity for some fifteen years, commented " It's great to be working with the Elektralite team, they're a great group with an expanding range of control products that deserve a wider international audience. My mission is to increase brand awareness on a global basis and introduce the many advantages of the product line to international distributors and end users alike".

Jack Kelly on Dale's appointment "We've known Keith for a long time so when the opportunity arose to get him onboard we didn't hesitate in making a decision. I'm certain his involvement with Elektralite will have many positive benefits for both our current and future users as well as Group One".

Dale who will be based in London, England is ideally placed to handle both European and Far Eastern sales. Group One, based in Farmingdale, New York, will continue to handle sales from within the United States.

Elektralite is a manufacturer of universal lighting controllers for live and fixed installations, including the CP100, the CP10XT, and the CP20, and is distributed exclusively by Group One Ltd. of Farmingdale, New York. Group One is also the distributor of Clay Paky Professional Lighting as well as a number of prominent audio products.

For further details contact:

Keith Dale

T +44(0)20 8467 5421 F +44(0)20 8467 5490 E keithdale@kisska.co.uk

Jack Kelly

T +1 631 249 3662 F +1 631 753 1020 E jackk@g1ltd.com

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Telephone +1 631 249 3662
Facsimile +1 631 753 1020
Email info@g1ltd.com
Web www.g1ltd.com

Elektralite is a division of
Group One Limited
200 Sea Lane Farmingdale
New York 11735 USA